



WSYX Columbus  
1261 Dublin Rd  
Columbus, OH 43215

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015

**Contract #** 1392246  
**Schedule Dates** 10/15/12-10/23/12  
**Advertiser** Josh Mandel OH US Senate-R (71581)  
**Agency** Strategic Media Placement (6694)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 2897 10/13-10/23 (479788)  
**Salesperson** HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1  
**Sales Office** WSYX/WTTE/ESYX/WWHO  
**Buyer Name** Eversol, Whitney  
**Phone/Fax** (740) 201-5500 / (740) 201-5502  
**CPE** 2897  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments**

**Date Entered** 10/11/12  
**Last Modified** 10/11/12  
**Entered By** Lorie Luthman  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,918.75  
**Net Total** \$22,206.25  
**Sales Tax**

**Columbus (WSYX)**

By Broadcast Month	Spots	Rate
Oct. 2012	51	\$26,125.00
<b>Grand Total:</b>	<b>51</b>	<b>\$26,125.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	9A- 10A (EST)		1	1	1	1	1			5	\$125.00	\$625.00	Columbus (WSYX)		10/11/12
2.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	10A- 10:57A (EST)		1	1	1	1	1			5	\$175.00	\$875.00	Columbus (WSYX)		10/11/12
3.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	1P- 2P (EST)		1	1	1	1	1			5	\$425.00	\$2,125.00	Columbus (WSYX)		10/11/12
4.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	3P- 3:58P (EST)		1	1	1	1	1			5	\$300.00	\$1,500.00	Columbus (WSYX)		10/11/12
5.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	4P- 4:30P (EST)		1	1	1	1	1			5	\$400.00	\$2,000.00	Columbus (WSYX)		10/11/12
6.0	Normal Line / SPOT	10/15/12-10/19/12	3	:30	4:30P- 5P (EST)		1	1	1	1	1			5	\$400.00	\$2,000.00	Columbus (WSYX)		10/11/12
7.0	Normal Line / SPOT	10/15/12-10/19/12	2	:30	6:58P- 7:30P (EST)		1	1	1	1	1			5	\$1,000.00	\$5,000.00	Columbus (WSYX)		10/11/12
8.0	Normal Line / Prime	10/17/12-10/17/12	2	:30	10P- 11P (EST)	1			X					1	\$2,500.00	\$2,500.00	Columbus (WSYX)	Nashville	10/11/12
9.0	Normal Line / Prime Premium	10/18/12-10/18/12	2	:30	9P- 10P (EST)	1				X				1	\$3,500.00	\$3,500.00	Columbus (WSYX)	greys	10/11/12
10.0	Normal Line / SPOT	10/22/12-10/23/12	2	:30	9A- 10A (EST)		1	1						2	\$300.00	\$600.00	Columbus (WSYX)		10/11/12
11.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	10A- 10:57A (EST)		1	1						2	\$175.00	\$350.00	Columbus (WSYX)		10/11/12
12.0	Normal Line / SPOT	10/22/12-10/23/12	2	:30	1P- 2P (EST)		1	1						2	\$425.00	\$850.00	Columbus (WSYX)		10/11/12
13.0	Normal Line / SPOT	10/22/12-10/23/12	2	:30	3P- 3:58P (EST)		1	1						2	\$300.00	\$600.00	Columbus (WSYX)		10/11/12
14.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	4P- 4:30P (EST)		1	1						2	\$400.00	\$800.00	Columbus (WSYX)		10/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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15.0	Normal Line / SPOT	10/22/12-10/23/12	3	:30	4:30P- 5P (EST)		1	1						2	\$400.00	\$800.00	Columbus (WSYX)		10/11/12
16.0	Normal Line / SPOT	10/22/12-10/23/12	2	:30	6:58P- 7:30P (EST)		1	1						2	\$1,000.00	\$2,000.00	Columbus (WSYX)		10/11/12

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